WOMAN AT THE POKER TABLE

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# THIS WEEK'S SPECIAL OFFERINGS A MINE OF VALUE-GIVINGS

Price reductions that will make selling active-that will make the week memorable-that will make people talk--that should attract every buyer of dry goods in this city. This announcement points the way to the safest, surest, best and most economical dry goods mart in Salt Lake, where you'll find a spread of bargains worth coming miles to take advantage of.

### Silks and Dress Goods at Prices Seldom Seen

ECONOMY NEVER MADE A STRONGER APPEAL. VALUES ARE SEMPLY EXTRAORDINARY—RANGE FOR CHOOSING IS IMMENSE.

LOUISINE SILKS.

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LOUISINE SILKS, 19 inches wide, beautiful soft quality, very brilliant finish. Here is a gem of a silk, because it will launder, and is too soft to break, and will be a cool silk in hot weather, suitable for ladies' gowns or shirt waists, suitable for misses' wear, not alone because of the quality, but the low price as well. They come in all dark colors and evening shades, also black and cream, and usually sell at 85c. Monday they will sell at the price within reach of all, per

PONGEE SILKS.

Another lot of 50 pieces of Pongee just arrived. They can't come fast enough. We have found it almost impossible to keep pace with the demand, so far. These are all of the best imported and domestic qualities, and prices will be on Monday.

60c quality, 19 inches wide, Monday and all week, per yard— yard— To be closed out at 69c a 59c 85c quality, 27 inches wide, Mo and all week, per \$1.50 and \$1.25 quality, 36 inc

69c-WHITE JAPANESE SILK. 36 inches wide White Japanese Silk, elegant quality, firm and lustrous and suitable for entire gowns, and suitable for entire gowns, shirt waists, children's dresses and many other uses. A rare, bar-gain and well worth \$1.00. Monday at the low price, per 69c IN OUR DRESS GOODS

Pieces, all colors, fine all-wool suitings, suitable for skirts

SECTION.

and suits. 20 Pieces, all colors, fancy all-wool voile.

20 Pieces, all colors, assorted all-wool granite and English storm serge, 38 to 40 inches wide, qualities sold at 75c and 85c— 65C To be closed out at 46c a

yard. ALL WOOL VOILE.

15 Fieces new plain and seeded voiles, 45 to 46 inches wide, all-wool, fine crisp quality, in blue, tan, 15 gray, brown, cream and black; grades sold at \$1.00 and \$1.25 a

yard.

FINE FRENCH VOILE.

voile, the very best grades, crisp, beautiful in color and quality, come in blue, tan, gray, brown, green, cardinal, garnet, pink, cream and black, 44 inches wide; grades sold at \$1.25 and up-

To be closed out at 83c a yard.

ESTABLISHED 1864



ONE PRICE TO ALL

NEVER UNDERSOLD

EXTRA VALUES IN THE SEASON'S MOST WANTED

WASH FABRICS.

We expect to attract you by these prices, then sur-prise you at our counters with the qualities and kinds comprising these specials:

Twenty pieces skeleton striped imported Organdies, sheer and beautiful, in designs and colorings, now

Thirty pieces Organdie Francaise and Printed Grenadines, in the choicest floral effects, priced by others at 40c and 45c; special for this

-MORE CROWD-BRINGING SPECIALS

WHITE GOODS.

That the best White Goods values in the city are that the best winte Goods values in the city are to be had at Auerbach's was strongly attested by the throngs of eager purchasers who stampeded this department the past week. This will be another rousing week; these offerings fully explain why:

A White Silk Persian Lawn, instead of 14C 221/2c, this week, per yard..... A fine Sheer White Cotton Persian Lawn, instead of 33 1-3c, this week, per yard. 22c A 45-inch wide White French Lawn, in-24C A Mercerized White Persian Mull, in-stead of 50c, this week, per yard..... 34c A White Linen Crash for Shirt Waist Suits, instead of 60c, this week, 42c

### A May Sale of Summer Underwear.

FOR LADIES AND CHILDREN. A GREAT VALUE-GIVING EVENT TO BEGIN MONDAY. TREMENDOUS PRICE CONCES-SIONS, ARE THE FEATUREOF THIS SALE. THE SPECIAL SALE REDUCTIONS ON OUR WELL KNOWN LOW PRICES MAKE THIS A VERY IMPORTANT EVENT, THE LIKE OF WHICH IS SELDOM CHRONICLED.

LADIES' UNION SUITS.

Ladies' low neck, sleeveless, knee length Union Suits, lace trim-med on bottom and tape drawn neck and arm holes, best 40c val-ue, all sizes, on sale 25c

Extra quality low neck, sleeveless Union Suits, with deep lace on bottom, all sizes, 60c value,

Ladies' fine Harvard make Union Suits, in high neck and long or high neck and snort steeves, in knee or ankle length, all sizes, 63c

LADIES" VESTS AND PANTS

Ladies' Jersey Ribbed, high neck and short or long sleeve Vests, and knee length Pants; all sizes; the best 25c grade ever 19c Ladies' best "Harvard make." high neck, long or short sleeve Vests and knee or ankle length Tights,

in all sizes; the 75c grade,

in plain or fancy, white or co

CHILDREN'S UNDERWEAR. Children's low neck, sleeveless Vests; all sizes; the 15c

LADIES' LOW NECK VESTS.

Ladies sleeveless, low neck French ribbed White Vests; best 15c grade; all sizes, on

Ladies' low neck, sleeveless Vests, with plain loop or lace trimmed neck and armholes; all sizes, a 20c grade ...... 1216

Ladies low neck, sleeveless Vests;

grade, on sale at .....9c The 20c grade on sale



WE HAVE NEVER GIVEN YOU GREATER VALUES IN

### READY-MADE GARMENTS

Than These. You can best measure the standard of this week's offerings by the above statement. Further comments are superfluous.

\$15.00 for Tailor Made Suits.

A sale which will attract wide attention-Twenty different styles. They are made up of fancy Panamas, lightweight Serges, fancy Suitings and fine Broadcloths, etc., etc. Models that usually sell at \$25.00 and \$30.00.

Some of the prettiest models shown this season; plain and changeable taffets, fine quality, all colors and black.

\$10.00 for Fine Silk Coats. faffeta and Pongee Silk, handsomely rimmed with Silk Braid, unlined, extra \$5.00 for Peau de Soie Silk Coats.

27 inches long, loose back and front, collarless style, made of good quality Peau de Soie Silk, broad shoulder ef-fect, braid trimmed, newest sleeves, come in Black only, sold regular for \$7.50.

\$11.00 for Silk Lined Voile Skirts.

Just 25 of them for this week's selling. Material is finest quality French Voile, in the new pleated effect over heavy quality Taffeta Silk Drop. You. will have to pay \$17.50 elsewhere.

\$7.75 for Panama Walking Skirts.

In Blue, Black and Brown, made in new colonial style, front and back gore, side plaited side gores, \$10.50, \$12.00 and \$13.75 values,

\$4.98 for Panama Walking Skirts.

This is a Special Lot, and we doubt whether they will last all week; made of extra good quality Panama cloth, in Blue, Brown and Black, made in the new pleated effect; \$8.75 is the regular value.

\$3.95 for Brilliantine Walking Skirts

Just received a lot of Skirts, in Brilliantine and light-weight Serges, prettily made and trimmed, this season's latest styles; none worth less than \$5.00, some worth to \$6.00. 75c for White Lawn Waists.

Trimmed with small rows of Pin tucks

and Lace Insertion, full fancy tucked dress sleeves with deep cuffs; they were bought to retail at \$1.15.

\$4.44 for Taffeta Silk Petticoats.

Made with deep plaited flounce, fin-ished with tucked ruffle, extra well fin-ished dust ruffle; come in all colors and black; they are our \$6.50 and \$7.50

\$1.50 for Mercerized Sateen Petticoats.

Made of good mercerized Sateen, deep umbrella flounce hemmed bottom, flounce trimmed with three bias ruf-fles; all sizes; would be cheap at \$2.50 75c for Percale House Wrappers.

Extra good quality Percale Wrappers, made with ruffles over shoulders, trimmed with washable braid, separate waist lining; come in Blue, Red and Black ground with stripes; sizes 32 to 44; \$1.00 and \$1.25 grades.

EXTRA SPECIAL MONDAY, ALL DAY

\$1.25 and \$1.50 Long Kimonas at .....73c Each.....

200 Long Kimonas made of fine grade Pineapple

cloth in the Oriental designs; another style made of Dimity Lawn in plain and fancy colors very attract-ive garments; all sizes. Remember, Monday only, at 73c Each

## Savings Worth SHOES While on

WE WILL SELL ANY \$2.50 OR

\$2.75 Ladies Oxford in the house

\$2.15

FOR ONE WEEK ONLY

LADIES' FINE GRADE VICI KID SHOES with extension or light soles, French or Cuban heels.EXTRA VALUE AT \$3.00. OUR SALE PRICE OUR SALE PRICE

\$2.65

LADIES' OUTING SHOE, made of the best box calf leather, with heavy soles and military heels.
THIS SHOE IS MADE FOR
HARD WEAR. WORTH \$2.00,
SALE PRICE

Brown or Black, Cuban heels and turn soles. Worth \$2.25. Sale Price

\$1.65

ALL PARTY AND EVENING SLIPPERS on sale this week at

\$1.60

LADIES DRESS OXFORDS,

#### Particularly Good News of HOUSEKEEPING LINENS.

Glance down the Line of Prices and you'll find you never bought Goods of these Values at the prices before F. Auerbach & Bro. gave you this Bar-

1000 yds, Checked Linen Glass Toweling in blue and white or red and white checks, 17 inches wide—Value 12½c Special for this week, per yard 71/2C

100 Doz. Towels Included in the lot are Heavy. Turkish Bath Towels, 50 inches long, 22 inches wide, and all Linen Hemmed Stitch Towels, size 19x 38-regular price 30c and 35c.
Special for this week at each

21c 5 Pieces of 70 inch wide, extra Heavy Silver Bleached Double Satin Damask Table Linen—pure flax, without dressing in fleur de Lis, pansy, Tiger Lily and Marguerite patterns. Value \$1.10 Special for this week, a yard

72c 100 Doz. Hemmed Restaurant Nap-kins-plain Linen with red borders, 18 inch size, usually sold at \$1.50

\$1.15

Special for this v

IMPORTANT MILLINERY SPECIALS.

YES, WE'VE TOO MANY MODERATE PRICED, TRIMMED HATS, BUT WE WON'T HAVE SATURDAY EVENING, for no thoughtful woman with a possible Hat need will let this opportunity pass. Every Hat is excellently made of good quality material, and is an unmatchable bargain at its present price. Nothing but a determinapresent price. Nothing but a determina-tion to reduce the stocks enormously, and do it in one week, could have brought you these economies.

You will find all our \$8.00 to \$12.00 Hats have been reduced and placed in great bargain groups for you to choose

\$5.00, \$6.00, \$7.00, \$8.00 and \$9.00 each

BUTTERICK PATTERNS ARE

THE BEST. Nowhere else in Salt Lake but of us, Reduced to 10c, 15c, 20c. None high-er-None better.

### MORE CHANCES FOR PROFITABLE CURTAIN BUYING.

Read how easy we make the financial side for you this week. The most beau-tiful curtains within reach of most everybody. -0-

One hundred pair Empire effect Scotch

Lace Curtains, in white or cream, one of the newest designs, good \$2.00 values; this week, per \$1.30 Three lines of \$2.50 Curtains, in Scotch Net, Ruffled Bobbinet and Madras Cotton Curtains; special 91 42

this week, per pair............\$1.48 The latest style Arabian colored Gothic Curtains, a strong Cable Net, unmatchable for its wearing qualities, size 3½x50, worth \$4.00; special for this week, per pair .....

Double Corded Reversible Arabian Colored Bonne Femme Curtains, a strong Cable Net, finished with a 12-inch shirred flounce at bottom, value \$5.50; special for this week at.

### ····· SPECIAL IN You surely won't ignore such savings as these.



BOYS' CLOTHING with SNAP and STYLE

Boys' Norfolk and Square Cut Suits. Youths' Long Pants Suits. In double-breasted square-cut styles,

Neatly tailored in mixed tweeds and cheviots, ages 3 to 16 years. These suits are not to be duplicated for less 

Boys' Knee Pants Suits. In Buster Brown Norfolk and square-

cut styles, neat and nobby suits for best, ages 3 to 16 years, worth \$5.00; week, \$3.50 special this week,

Youths' Long Pants Suits. In fine imported tweeds and cheviots, ages 15 to 20 years, worth \$10.00; cial this week,

\$7.50